

# RESEARCH AND ANALYTICS

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In this certificate, students will learn to differentiate between methods of gathering qualitative and quantitative data, design a research study, gain experience in all stages of the market research process, and interpret social media data to gain insight into an organization and its audiences so that data-based decisions can drive media strategy.

- Research and Analytics, Certificate (<https://catalogs.northwestern.edu/sps/certificates/post-baccalaureate/research-analytics/research-analytics-certificate/>)